Taming the Communication Beast – Websites & Social Media

Manager Meeting presented by Chelsea Donnigan & Sabine Liedel

- Websites
  - Management company support
    - Marketing department
    - Manager
    - Intern
  - Who does what
    - Manager
    - Board
    - Community Member
  - Writing a website policy
    - Define use, purpose and standards
    - Review often and update
  - Getting information
    - CAI local & National
    - Legislative Action Committee
    - Social networks
  - What if something goes wrong?
    - Resources
    - PR & Media training
- Social Media
CAI Pennsylvania & Delaware Valley Chapter

- You or a department?
  - Management company marketing department
  - Manager
  - Board/Committee

- Social Media Policy
  - Professional/Personal
  - Review and update
  - Why are you on social media?

- What should you use?
  - Facebook, Pinterest, LinkedIn, etc
  - Finding out where you members are

- What is appropriate? What is not?
  - Drawing hard lines
  - Is it relevant, is it true, is it kind

  - Hootsuit
  - Buffer
  - TweetDeck
  - IFTTT (IfThisThenThat)

- Surveying a community about communication
  - Find out what they like
  - Find out where they are
  - Find out how they like to communicate

- Where to find information you can share
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- Social networks (Facebook groups, LinkedIn Groups, Pinterest)
  - CAI
  - LAC
  - Better Homes, Living,

- Great nuggets for work and play
  - Websites
  - Apps
  - Programs
  - Services